USII15 - The Creative Process Management

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Code : USII15

Unité spécifique de type cours

3 crédits

Responsabilité nationale :
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Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Fashion Management

Objectifs pédagogiques

- To explore quantitative and qualitative analysis methodologies and data/"metrics" that inform and feed strategic and creative thinking.
- To discover foresight content that projects macro trends and creative inspirations, and to put these into practice during a dedicated workshop.
- To develop the foundations and themes for creation by blending brand DNA with trends.
- To develop the collection plan.
- To define the pricing strategy by combining the notion of brand positioning with that of cost price.

Programme

Contenu

This module uses sharp examples illustrating how to identify the heritage of major Houses to determine the "brand physique" (identity and visual codes). A focus on **The Creative Process Management** will explain to understand how to leverage this heritage so as to define the creative axes and drivers of the products and services offers of these Houses.

Modalités de validation

- Contrôle continu
- Projet(s)